



INDIGO OPENS WORLD'S FIRST CULTURAL DEPARTMENT STORE FOR BOOKLOVERS AND THEIR FRIENDS AT CF SHERWAY GARDENS

Toronto, ON (May 25th, 2016) – Indigo (TSX: IDG), Canada's leading purveyor of books, gifts, toys, ideas and inspiration, is delighted to announce the opening of its new Indigo location at CF Sherway Gardens.

"We are thrilled to be launching our new store concept at the wonderfully redesigned CF Sherway Gardens," said Heather Reisman, Indigo CEO and Chief Booklover. "We so look forward to welcoming everyone for a first visit."

The new store reflects Indigo's transformation from bookstore to cultural department store for booklovers. The store offers a cross-section of shops-within-a-shop filled with an unparalleled selection of books and beautiful, affordable lifestyle products, all merchandized to inspire and delight. Shops include Joy of the Table, A Room of Her Own, Home, The Art Shop, IndigoKids, and American Girl®.

Customers can look forward to the following features:

- **Digital Inspiration Walls:** In three sections of the store – Joy of the Table, A Room of Her Own, and Home – find inspiration on digital screens, which showcase Indigo's key products and stories of the moment. Seasonally-relevant vignettes and videos on display capture attention and inspire imagination.
- **Best of Gifting Wall:** Find a curated range of unique, beautiful gifts that are as great to give as they are to receive. Customers will love the new "Best of Gifting Wall," updated each month with a wide selection of books and gifts in one easy-to-access location just across from customer service. To add a personal touch to any gift, Indigo offers a new embossing station to monogram journals, pouches and totes.
- **Unique Brands:** In addition to Indigo's own proprietary designed product, Indigo CF Sherway Gardens offers a unique selection of the most sought-after lifestyle brands, including, among others, Fitbit, Rifle Paper Co., Kate Spade New York, Matt and Nat, and Canadian jewellery designer Jenny Bird.
- **Convenience First:** All indigo.ca orders can be shipped to or returned for free to our pick-up desk at cash.
- **New Kids Picks Program:** Launching for Indigo's opening is the new *IndigoKids Picks* program – an initiative that gives children the opportunity to make personalized book recommendations by placing stickers on their favourite books with their name and age. The new program will be located in the IndigoKids books and edutainment toy shop.



- **American Girl Speciality Boutique:** Indigo CF Sherway Gardens will launch the seventh American Girl specialty boutique in Canada with an 1,100 square foot location. Indigo is the exclusive retailer of American Girl in Canada.
- **IndigoKids Storytime:** Every Tuesday at 10:15am and Saturday at 11:00am children and their families can enjoy *IndigoKids Storytime* with books tailored to kids up to six years old. Customers are invited to visit indigo.ca/events for the latest details on upcoming events, book signings and more.

Grand Opening Events All Month Long

The public is invited to celebrate the opening of Indigo CF Sherway Gardens from May 27th - 29th, 2016. Customers and their families can look forward to the following kick-off events and more, including an author appearance and book signing by the legendary Margaret Atwood:

- Saturday, May 28th from 10am – 12pm and 4pm - 6pm: Peppa Pig costume character at IndigoKids
- Saturday, May 28th from 11am – 12pm: Book signing with Margaret Atwood
- Saturday, May 28th from 12pm – 1pm: Storytime and book signing with author Vikki VanSickle
- Sunday, May 29th from 11am-1pm and 2pm – 4pm: Shopkins costume character at IndigoKids
- Sunday, May 29th from 1pm – 3pm: Made With Love cookbook signing with authors Kelly Childs and Erinn Weatherbie
- Sunday, May 29th from 2pm – 4pm: Shopkins costume character at IndigoKids
- Sunday, May 29th from 3pm – 4pm: Storytime and book signing with author Ruth Ohi

Customers will also enjoy four weeks of celebratory opening events throughout June, including family-friendly activities with favourite brands such as American Girl and LEGO®, as well as book signings with authors Emily Giffin, Justin Cronin, Camilla Gibb, Terry Brooks, and more. For full event details, please visit indigo.ca/events.

Indigo CF Sherway Gardens is located at 25 The West Mall, Unit # 3038, Toronto, Ontario, M9C 1B8.

For more information on Indigo, please visit indigo.ca.

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